



---

## INTEROFFICE MEMORANDUM

---

**TO:** MISSY GENTRY SMITH, P.E., ACM FOR OPERATIONS  
**FROM:** JOHN DAVID SPADE, PARKING SERVICES DIRECTOR  
**SUBJECT:** PARKING MASTER PLAN UPDATE  
**DATE:** NOVEMBER 13, 2013

---

Purchasing has sent the City Clerk a recommendation to hire Lansing Melbourne. A committee comprised of Fred Delk, Steve Gantt, Tina Herbert, Derrick Huggins from USC and I scored Lansing/Melbourne as the highest of the two proposals received.

Lansing Melbourne's pricing was considerably lower than the second vendor. The committee reviewed a number of other factors in scoring the submittals.

The primary purpose of this RFP is to provide an update to the 2002 Parking Master Plan (PMP). The Consultant will develop a report which will be based in large part on the following elements:

- A comprehensive dialogue with stakeholders utilizing and benefiting from the parking system. Stakeholders will include the following identifiable groups: Columbia City Council; commercial area businesses and business associations; commercial real estate professionals, office tower managers and City economic development staff; residential associations where neighborhoods abut commercial areas; and City staff, to include Parking Services, Planning and Zoning. It is envisioned that the Consultant will meet on a regular basis with the Environment & Infrastructure Committee of City Council.
- A brief review of the recommendations included in the 2002 PMP to see which recommendations have been implemented; which need to be dismissed; and which remaining recommendations still need action or need to be revised.
- A review and analysis of the physical inventory.
  - A detailed review of parking demand and need for future expansion of the system as well as the use of parking as an economic development tool.
  - A review and analysis of parking operation and facility management, including an objective look at potential values in outsourcing
- A review of new technology on the market and a plan for integration of additional new technology into the parking system
- A financial analysis to include an analysis of rate structures

The Consultant will work with City staff to guide the evaluation process for developing a recommended path the City will take in determining on-street options for metered parking, and to assist in the evaluation of the current timed parking pilot on the 1600 block of Main Street.